GOVERNMENT OF INDIA
DRINKING WATER AND SANITATION
LOK SABHA

STARRED QUESTION NO:167
ANSWERED ON:27.07.2017
Swachh Bharat Missionâ€"Gramin
Sathyabama Smt. V.

Will the Minister of DRINKING WATER AND SANITATION be pleased to state:

(a) the details of funds allocated/released to the State Government of Tamil Nadu under Swachh Bharat Mission-Gramin (SBM-G) during each of the last three years and the current year;

(b) whether the funds allocated to the State are sufficient to carry out SBM-G effectively and if so, the details thereof;

(c) the role of Non-Governmental Organisations and public/private sector in promoting and executing the SBM;

(d) the role of electronic and print media in creating awareness on SBM and its effectiveness; and

(e) the total expenditure incurred on advertisements for SBM in electronic and print media during the said period?

Answer

MINISTER OF DRINKING WATER AND SANITATION
(SHRI NARENDRA SINGH TOMAR)

(a) to (e) A Statement is laid on the table of the House.

Statement referred to in reply to Lok Sabha Starred Question No. *167 for 27.07.2017
(a) Central share released to Government of Tamil Nadu under SBM(G) during last 3 years and current year is as under :

S.N.	Year	Central share released (Rs. In crore)
1.	2014-15	205.11
2.	2015-16	78.94
3.	2016-17	537.01
4.	2017-18(Upto 24.7.2017)	242.86

(b) Swachh Bharat Mission (Gramin) is a demand driven scheme. States make demand for funds through their Annual Implementation Plans (AIP), and the central funds are allocated and released among States subject to availability of funds at the Ministry, the AIP demands of the States and the States" performance on Swachh Bharat Mission (Gramin).
(c) As per Guidelines of Swachh Bharat Mission (Gramin), Non-Government Organisations (NGOs) have a catalytic role in the implementation of SBM (G) in the rural areas. They can be considered for active involvement in the Information, Education and Communication activities including in triggering leading to demand generation and sustained use of the facilities, in Capacity building, and assistance in construction.
Under Swachh Bharat Mission (Gramin){SBM (G)I, Guidelines have also been issued to facilitate the utilization of Corporate Social Responsibility (CSR) funds in rural sanitation activities. States can use these guidelines as a base to develop their own procedure to attract/receive and utilize CSR funds. A Corporate collaboration framework has also been circulated to facilitate Corporate contribution to SBM work. Many Corporates have announced taking up works in rural sanitation, which they carry out in consultation

with the State/district and local governments. Some have been supporting the Swachh Iconic Places project to improve sanitation standards at places of heritage. They have contributed to engagement of skilled resource at district and other levels and taken up a range of IEC activities. Swachh Bharat Kosh has been set up under the Ministry of Finance to attract contributions from Corporates and other entities towards achievement of Swachh Bharat. The contribution to Swachh Bharat Kosh by the companies has also been covered under CSR under the Companies Act.

(d) The challenge in SBM(G) is changing mind set and behavior to ensure that households not only build toilets but all members use it as well. Also, it is not a requirement of one-time action but a long term lifestyle change which needs convincing about social, cultural and religious beliefs. All these need regular and effective communication through different media of communication. Thus electronic and print media have important roles under SBM(G) and their potential is being availed. From time to time Television and print media campaigns are launched at central and State levels to the best effect with target audiences in mind.

(e) Total expenditure incurred on advertisements for SBM(G) in electronic and print media during last 3 years and current year is as under.

S. No. Year Amount(Rs. In crore)
1 2014-15 54.50
(from 2.10.2014 to 31.3.2015)
2 2015-2016 159.86
3 2016-2017 234.86
4 2017-2018 30.93
(Up to 24.07.2017)